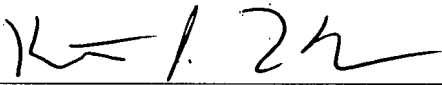
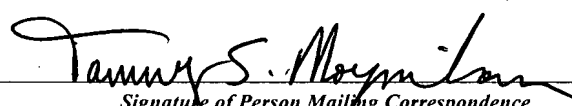


<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b> Applicant(s): Peter Gold et al. <span style="float: right;">APR 11 2007</span>					Docket No. <b>HAR-004</b>	
Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.	
10/783,733	02/20/2004	Phuoch Nguyen	024,902	2143	6628	
Invention: <b>SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK</b>						
<b>COMMISSIONER FOR PATENTS:</b>						
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.						
<b>CLAIMS AS AMENDED</b>						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	31	23	8	x \$50.00	\$400.00	
INDEP. CLAIMS	5	3	2	x \$200.00	\$400.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$800.00</b>	
<input type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input checked="" type="checkbox"/> A check in the amount of <b>\$800.00</b> to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account <b>50-1101</b> <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038.						
<b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</b>						
 _____ Signature			Dated: <b>April 9, 2007</b>			
<b>Kenneth J. LuKacher</b> <b>Attorney for Applicants</b> <b>Registration No. 38,539</b> <b>South Winton Court</b> <b>3136 Winton Road South, Suite 301</b> <b>Rochester, New York 14623</b> <b>Telephone: 585-424-2670</b> <b>Facsimile: 585-424-6196</b>			I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on _____ April 9, 2007 (Date)  _____ Signature of Person Mailing Correspondence <b>Tammy S. Moynihan</b> _____ Typed or Printed Name of Person Mailing Correspondence			
KJL/tsm cc:						



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT EXAMINING OPERATION

Applicant(s): Peter Gold et al.

Serial No.: 10/783,733

Confirmation No. 6628

Filed: 02/20/2004

For: SYSTEM AND METHOD FOR MEASURING REACTIONS TO  
PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES  
OVER A COMPUTER-BASED NETWORK

Examiner: Nguyen, Phuoch

Art Unit: 2143

Atty Docket: HAR-004

MAIL STOP AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT

Dear Sir:

Responsive to the Office Action dated January 8, 2007, please amend the Abstract  
and claims as follows:

04/11/2007 HGUTEMA1 00000048 10783733

01 FC:1201  
02 FC:1202

400.00 OP  
400.00 OP

---

Certificate of Mailing by First Class Mail

I certify that this document is being deposited on April 9, 2007 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8  
and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
Signature of Person Mailing Correspondence

Tammy S. Moynihan  
Typed or Printed Name of Person Mailing Correspondence